



THE ROLE OF THE CONSUMER SERVICES SECTOR IN THE ECONOMIC DEVELOPMENT OF THE COUNTRY

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ABSTRACT

The article discusses the role of the consumer services sector in the innovative development of the economy and identifies ways to improve the efficiency of this sector.

KEYWORDS: Consumer services, needs, economic relations, employment, the individual needs, household services.

One of the important events in the economic system after the second half of the twentieth century is the development of the service sector in developed and developing countries and the expansion of the number of people employed in this field.

One of the main directions of the modern economic reforms is the development of the service system, which is an integral part of the national economy, to further improve the quality of life of the population.

Today, in the process of modernization of the service sector in the country, the continuous sustainable development of consumer services enterprises requires improving the quality and efficiency of consumer services in their economic activities.

Consumer service activities are a complex and multifaceted process. This process is service compliance with the standards of rendering is ensured by ensuring that the services provided meet the requirements of consumers.

At present, the problems related to the development of the consumer services sector in Uzbekistan, such as improving the quality and efficiency in the field, improving the process of consumer services, should be noted.



The new economic relations emerging on the basis of the ongoing economic reforms in the Republic of Uzbekistan have created favorable conditions for the development of the consumer services sector.

To date, service activities are becoming more cost-effective than production activities, as the turnover of financial resources in service enterprises is faster and less investment is required to start the main initial activity.

Nowadays, consumer service enterprises have begun to pay more attention to meeting the individual needs of consumers. Because the competitive environment in the industry forces them to do so. Competition, in turn, places strict demands on the quality of services. However, it should be noted that the competitive environment between domestic service enterprises is now being formed in accordance with the market situation in the country.

As a rule, in the field of consumer services, all types of activities of functional importance are understood and represent the processes of service and sale to the population in the context of social production. Consumer services provide an opportunity to save their free time, not only in meeting the needs, but also by targeting the formation of the needs of the population.

There are different approaches in the economic literature to explain the essence of the concept of consumer service as a socio-economic category.

According to a number of economists, due to the functional formation and orientation of a particular sphere of household services, it represents the family-household relationship in the conduct of the household as the satisfaction of individual needs. According to V.N. Kryazhev, one of the representatives of this direction: "Consumer services - these are the necessary services in family and household relations as enterprises belonging to the national economy". This notion necessitates a significant expansion of the scope of certain services activities to other specialized sectors of the economy. Because in a market economy, the formation of modern activities and links in the field of consumer services provides a basis for expansion in various areas of the industry.

Explaining the essence of the category of "consumer service", according to V.M. Dmitrev: "domestic service - as an effective action is the result of a lot of labor productivity, is a type of activity that is either embodied in tangible objects or represents significant



results". However, in this definition, the author states that domestic service as a branch of the material production industry is defined as labor productivity in this area. According to Y.S. Yadgarov, one of the scholars who supports this view, "Consumer services are defined as a specific material production in the field of social services to the population" and represent the real share of the industry in the national income and gross social product of the country. In this definition, the specific functional manifestations and features of consumer services are not distinguished from other branches of material production.

In our opinion, taking into account the above, we interpret the essence of the category of "Consumer services" as follows: is an activity conditioned by the living standards and material well-being of the population.

In our country, the provision of consumer services in the system of paid services is developing rapidly. This sector will allow to increase the leisure time of citizens on the basis of reducing labor costs in the household and facilitating its maintenance in meeting the various household needs of the population.

The president of the Republic of Uzbekistan Shavkat Mirziyoyev in his address to the Oliy Majlis on December 28, 2018, emphasized on "reduction of unemployment among the population, increase of incomes of people and families, approval of a new state program of employment assistance for 2019, vocational training of the unemployed, legal and external counseling and other social assistance".

Today, the consumer services sector is becoming more cost-effective than material production, as the turnover of financial resources in consumer services enterprises is faster and, most importantly, requires less capital to start a business.

Consumer services provided to the population in Uzbekistan are divided into the following groups:

- repair and manufacture of footwear;
- manufacture of garments, textiles, knitwear;
- construction of housing;
- repair and maintenance of household appliances and equipment;
- maintenance of vehicles;
- manufacture and repair of furniture;
- barber services.



At present, the basis of machine service activities is the personnel, service facilities and service conditions that provide the service.

The effectiveness of the consumer services enterprise depends on the proper organizational and managerial activities of the manager. This organizational management includes:

- planning of service activities of the enterprise, determination of the prospects of the enterprise development as a result of market changes;
- estimation of service costs;
- optimization of technological equipment;
- selection of staff capable of working with customers

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